There's a special place in Marlboro Country where there's always something new, just over the next hill. Like new Medium 100's—the low tar cigarette that's long on flavor.

New Medium 100's are made from the finest tobaccos, blended to put deep, rich, Marlboro flavor in a low tar cigarette. If you're a smoker who wants a longer low tar cigarette and won't give up taste to get it, Marlboro Medium 100's are your special place in Marlboro Country.

To introduce you to new Marlboro Medium 100's, we've enclosed some valuable coupons, each worth $4.00 off a carton purchase (of any style Marlboro). Redeem them and come to where the flavor is. Come to Marlboro Country.

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